

## **Kelston`s Local SEO**

According to Moz “The best places to rank for local businesses are primarily within Google's local search ecosystem, often referred to as the "Map Pack" or "Local Pack," and the associated Google Maps results. But that's not the only thing you need to think about. Local businesses also benefit significantly from appearing prominently in localized organic search results and on local review sites. As AI results and LLMs become more popular for discovery, accuracy, and consistency remain paramount to ensure your business is accurately represented in the many places your customers are searching.” (Moz, 2025) Kelston is a bit mysterious when it comes to the local search with no specific business location on Google Business profile. It is just a collection of five-star reviews by five people. This is something that can be more delved into and analyzed. This is just the tip of the iceberg but something this paper will be delving into. When people search “near me” and are seeking services Kelston needs to be giving as much of a presence as possible to prioritize local results. This can do much more than just foot traffic but also help to better define online credibility and reputation. Local SEO can help with many things including but not limited to: “better online visibility, more foot traffic, tap into local shopping boom, established position of thought leadership, enhanced trust levels, more sales, improved conversion rates, and targeted web traffic and more calls/visits from maps users” (Banks, 2025)

### **Who is Kelston**

Kelston is a marketing agency based in Southlake, Texas that offers both marketing and branding services. The target market for Kelston is entrepreneurs and mid-large sized businesses. Kelston has had projects done for clients such as interior designers, hotels, consumer brands and more. Kelston serves both clients in Southlake, the Dallas area and nationally

When searching for “Southlake Branding Agency” Kelston has room to improve. First is a sponsored as by Kreative Media then is a scroll down list. Kelston is bottom of the fold on this list, being number ten which you do not see unless you scroll down. Looking at this Kelston has room to improve to be found on the SEO ranking. Kelson may consider really digging in to push SEO on a variety of sites including Yelp, Bing and more by getting more links and providing more information to Google about the Kelston Business.

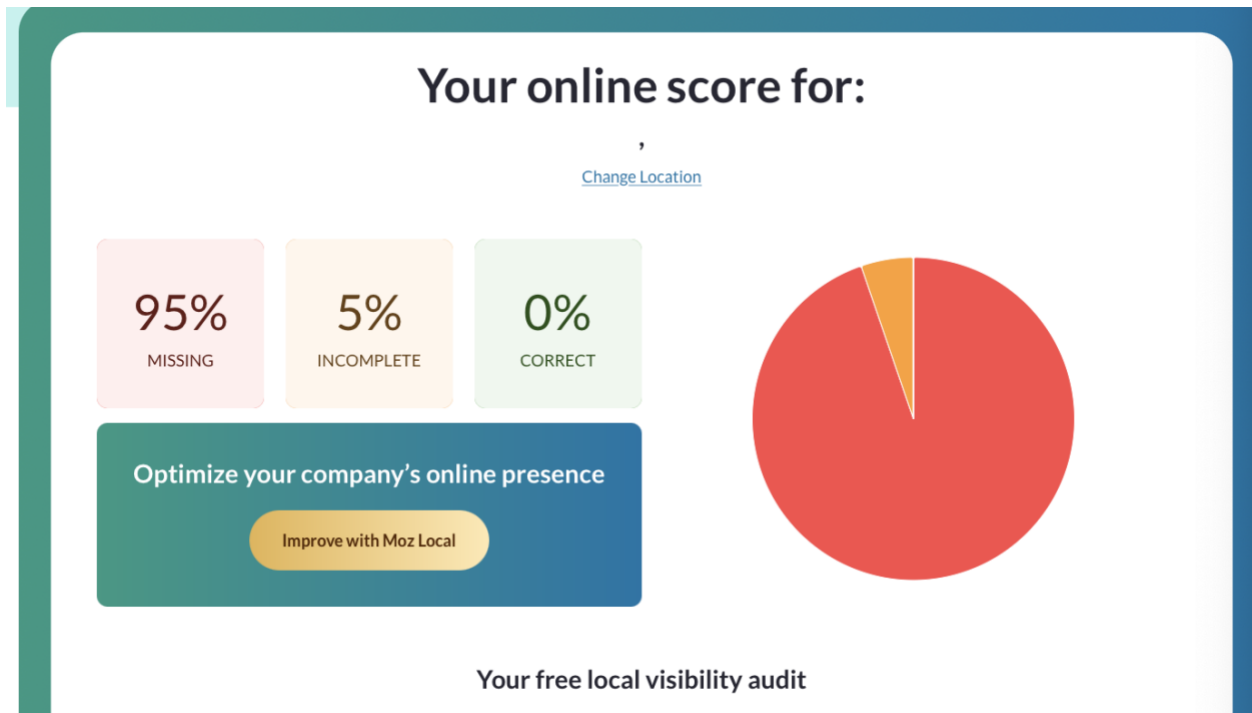
The screenshot displays a Google search results page for 'Southlake Branding Agency'. The results are organized into two columns. The left column features a 'Sponsored' section at the top, followed by 'Brandstorm Creative, LLC', 'Mallard Agency', 'Tradition Agency', and '2020 Companies'. The right column lists 'Arden Creative Inc', 'Robinson Creative Inc', 'Lucid Creative Co.', 'Logo Design Valley', and 'Kelston'. Each listing includes the business name, star rating, number of reviews, address, phone number, and status (e.g., 'Closed'). Links for 'WEBSITE' and 'DIRECTIONS' are provided for most businesses. Kelston is listed as a 'Branding agency' with a 5.0 rating from 5 reviews, located at 1900 W K... (partially visible), and is marked as 'Closed'.




















Business Name	Rating	Reviews	Address	Phone	Status	Website	Directions
<b>Sponsored</b>							
Kreative Media	4.2	(5)	Marketing agency Irving, TX	(281) 884-2517	Closed	WEBSITE	DIRECTIONS
Arden Creative Inc	5.0	(24)	Marketing agency 20+ years in business · 18.8 mi · 550 Reser...	(817) 348-9...	Closed	WEBSITE	DIRECTIONS
Robinson Creative Inc	5.0	(1)	Advertising agency 25+ years in business · 20.2 mi · 930 S Ki...	(817) 748-5057	Closed	WEBSITE	DIRECTIONS
Lucid Creative Co.	5.0	(17)	Marketing agency 5+ years in business · 20.3 mi · 1205 S Whi...	(817) 925-2648	Closed	WEBSITE	DIRECTIONS
Logo Design Valley	4.2	(25)	Design agency 3+ years in business · 18.3 mi · 950 TX-11...	(844) 288-3220	Closed	WEBSITE	DIRECTIONS
Brandstorm Creative, LLC	5.0	(11)	Marketing agency 7+ years in business · 18.8 mi · 550 Reserve St Ste 190	(817) 944-7400	Closed	DIRECTIONS	
Mallard Agency	4.6	(13)	Branding agency 20.5 mi · 1363 Brumlow Ave	(214) 233-6584	Closed	WEBSITE	DIRECTIONS
Tradition Agency	4.9	(45)	Marketing agency 3+ years in business · 20.3 mi · 2275 E Co...	(214) 533-6876	Closed	WEBSITE	DIRECTIONS
2020 Companies	4.3	(399)	Marketing agency 30+ years in business · 16.3 mi · 1900 W K...	(817) 490-0100	Closed	WEBSITE	DIRECTIONS
Kelston	5.0	(5)	Branding agency		Closed	WEBSITE	

## Moz Review

From my review of Moz, Kelston has lots of areas to improve. It cannot be found on many of the sites as far as business information goes. Moz could not even find Kelston on Google when I myself could find it. This means it may not be reaching the audience Kelston is desiring. Then while it can be found on Yahoo Local there is missing phone information. The

key to good SEO is providing all key important information then keeping accurate and up to date. The Moz ranking shows 95% information to be missing and 5% to be incomplete.



 MerchantCircle	Listing not found		0 Reviews
 RateMds	Listing not found		0 Reviews
 SuperPages	Listing not found		0 Reviews
 Vitals	Listing not found		0 Reviews
 WebMd	Listing not found		0 Reviews
 YahooLocal	<b>Kelston   Marketing and Branding Studio in Southlake, TX</b> None, Southlake, TX None Phone number missing  <a href="https://www.kelstonmarketing.com/">https://www.kelstonmarketing.com/</a>		0 Reviews
 YellowBot	Listing not found		0 Reviews
 YellowPages	Listing not found		0 Reviews
 Zocdoc	Listing not found		0 Reviews

(Moz, 2025a)

## Local SEO Success for Kelston

Doing good on SEO for Kelston is when the business is optimizing the Google profile, getting put into directories, managing online reviews, and adding address information. Keeping up to date with the Google algorithm and constantly improving is key.

## References

- Moz. (2025, August 13). *The Essential Local SEO Strategy Guide*. Moz. <https://moz.com/local-seo-guide>

- Banks, J. (2025, February 20). *What are the benefits of local SEO?* BrightLocal. <https://www.brightlocal.com/learn/local-seo/introduction-to-local-seo/benefits-of-local-seo/#:~:text=It's%20important%20to%20keep%20the,space%20and%20make%20more%20sales.>
- Moz. (2025a, April 2). *MOZ Local Listing Score | Free Citation Checker and Local Citation Finder.* <https://moz.com/products/local/check-listing?reportId=06eff32d-4983-4120-b30c-fc9230597782>